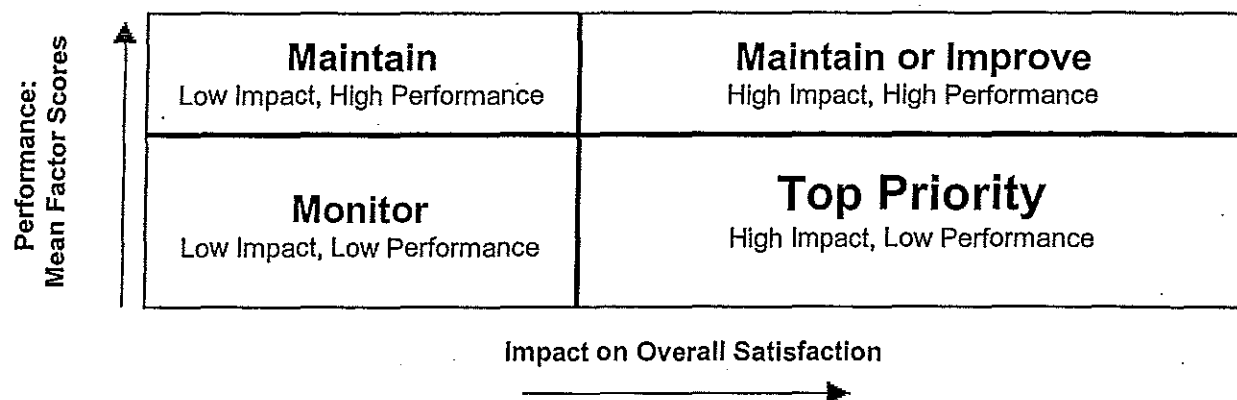


Understanding the Priority Matrix

The Priority Matrix is the "Executive Summary" of EBI Stakeholder Perception Benchmarking studies. While it is a statistically based analysis (involving factor and regression analyses), the ultimate interpretation is simple and direct. In the illustration below, the principles of the matrix are explained.

The **Impact** axis identifies the degree to which the factors (statistical groupings of questions derived from responses to the survey instrument) are predictors of overall satisfaction.

The **Performance** axis identifies mean scores for the factors. A simplified representation of the analysis appears below with an explanation of the four quadrants created within the Performance vs. Impact matrix:



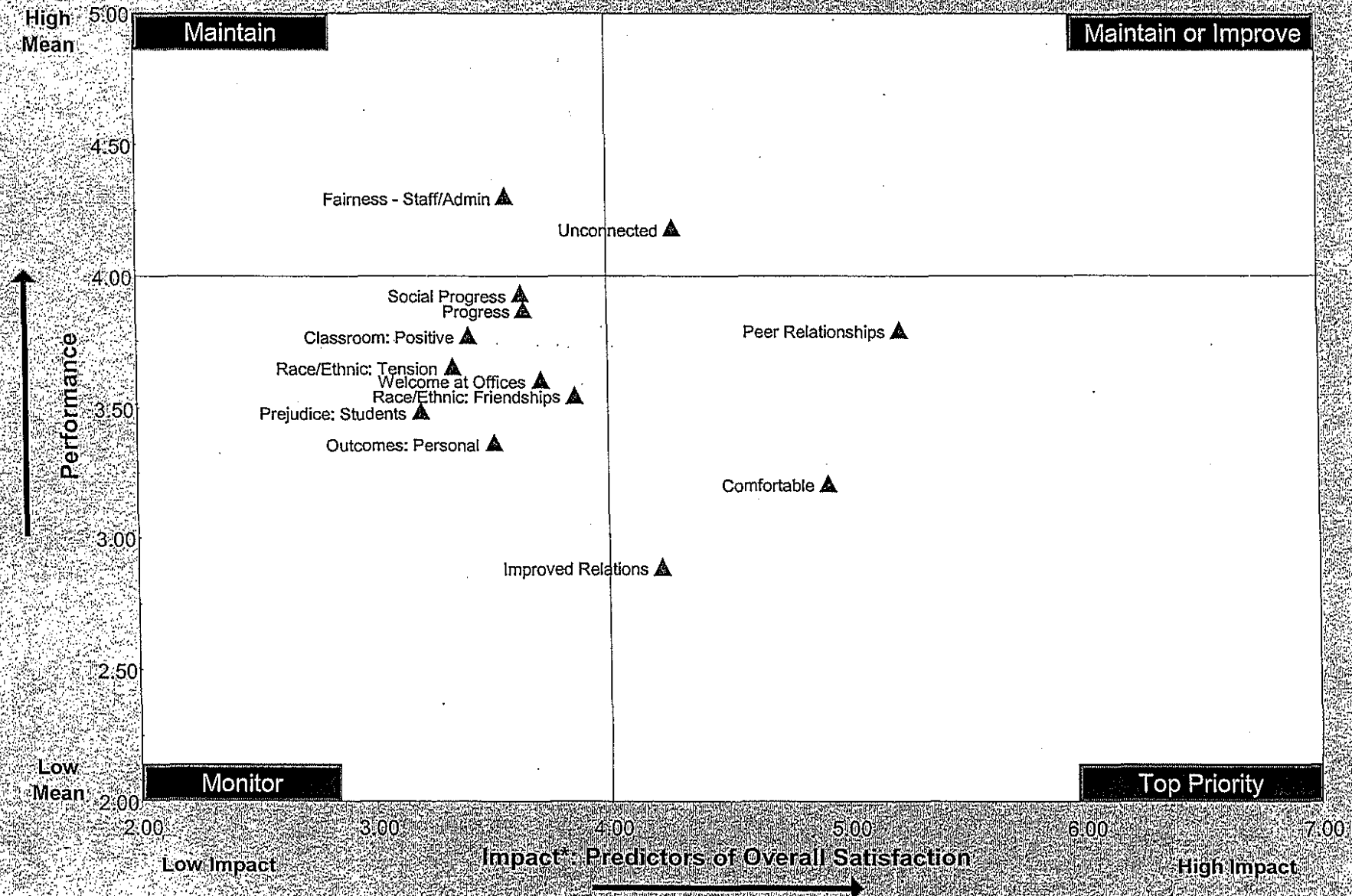
Impact Axis: EBI uses an ENTER multiple regression analysis to determine the extent to which factors (or constructs) are predictors of overall student satisfaction. Due to the compression of the items, we've opted to expand the scale into a inverse of the change in the variance. As you move to the right along the horizontal axis, the amount that the factor contributes to overall satisfaction increases.

Performance Axis: Factor means are based on questions using a scale from 1 to 5. As you move up the vertical axis, the factor mean increases signifying a higher satisfaction.

Vertical Cross Bar: This line indicates the cutoff point between factors that are major predictors of overall satisfaction (these lie to the right of the cross bar) and those factors that are minor predictors (these lie to the left of the cross bar). We do not plot the factors that are not predictors.

Horizontal Cross Bar: This line represents a 75% satisfaction level (4.0 value on a 5.0 scale) and approximates the minimum mean for the top performing programs participating in the EBI Benchmarking Study.

Ohio State University Priority Matrix



Note: Impact is a scaled function of the variance on a scale from 0 to 7 (plotted 2 to 7). Only those factors that are predictors of overall satisfaction are plotted. Please see the next page for the corresponding table. Large impact value means a high impact on overall satisfaction; low impact value means a low impact on overall satisfaction.

Ohio State University

CSAR

Priority Matrix Table

			Regression Variables		Impact on Overall Satisfaction*		Performance of Factors	
			R ²	ΔR^2	Value	Description	Mean	Description
Top Priority								
Factor 4. Feeling Connected with Peers	<i>Top Predictor</i>		0.170	0.170	5.23	High Impact	3.80	Good
Factor 6. Feeling Comfortable at OSU	<i>2nd Predictor</i>		0.295	0.125	4.92	Moderate Impact	3.21	Fair
Factor 10. Improvement in Inter-Group Relations	<i>4th Predictor</i>		0.422	0.062	4.22	Moderate Impact	2.89	Fair
Maintain or Improve								
Factor 5. Feeling Unconnected at OSU (NOTE: Scale has been reversed)	<i>3rd Predictor</i>		0.361	0.065	4.27	Moderate Impact	4.19	Good
Maintain								
Factor 14. Fairness of Staff/Administrators (NOTE: Scale has been reversed)	<i>9th Predictor</i>		0.604	0.032	3.57	Slight Impact	4.31	Good
Factor 16. Negative Classroom Climate (NOTE: Scale has been reversed)	<i>Not a Predictor</i>		0.000	0.000	0.00	No Impact	4.38	Good
Factor 18. Faculty/Instructors' Expressions of Insensitivity and Prejudice (NOTE: Scale has been reversed)	<i>Not a Predictor</i>		0.000	0.000	0.00	No Impact	4.55	Excellent
Factor 19. Staffs' Expressions of Insensitivity and Prejudice (NOTE: Scale has been reversed)	<i>Not a Predictor</i>		0.000	0.000	0.00	No Impact	4.62	Excellent
Monitor								
Factor 27. Student Friendships of Differing Racial/Ethnic Backgrounds	<i>5th Predictor</i>		0.465	0.043	3.85	Slight Impact	3.55	Good
Factor 13. Feeling Welcome at Services Offices	<i>6th Predictor</i>		0.503	0.037	3.71	Slight Impact	3.61	Good
Factor 1. Academic and Career Progress	<i>7th Predictor</i>		0.537	0.035	3.64	Slight Impact	3.88	Good
Factor 2. Social and Interpersonal Progress	<i>8th Predictor</i>		0.572	0.034	3.63	Slight Impact	3.94	Good
Factor 29. Outcomes: Personal Understanding and Social Responsibility	<i>10th Predictor</i>		0.635	0.031	3.51	Slight Impact	3.37	Fair
Factor 15. Positive Classroom Climate	<i>11th Predictor</i>		0.662	0.027	3.40	Slight Impact	3.78	Good
Factor 28. Racial Separation and Tensions (NOTE: Scale has been reversed)	<i>12th Predictor</i>		0.688	0.026	3.34	Slight Impact	3.66	Good
Factor 20. Students' Expressions of Insensitivity and Prejudice (NOTE: Scale has been reversed)	<i>13th Predictor</i>		0.710	0.022	3.20	Slight Impact	3.49	Fair
Factor 7. Necessity of Equal Access Initiatives	<i>Not a Predictor</i>		0.000	0.000	0.00	No Impact	3.33	Fair
Factor 8. Negative Effects of Equal Access Initiatives (NOTE: Scale has been reversed)	<i>Not a Predictor</i>		0.000	0.000	0.00	No Impact	3.40	Fair
Factor 9. Positive Effects of Equal Access Initiatives	<i>Not a Predictor</i>		0.000	0.000	0.00	No Impact	3.20	Fair
Factor 11. Ease of Developing Inter-Group Relations	<i>Not a Predictor</i>		0.000	0.000	0.00	No Impact	3.36	Fair
Factor 12. Awareness of Grievance Procedures	<i>Not a Predictor</i>		0.000	0.000	0.00	No Impact	3.20	Fair
Factor 17. Equal Participation in the Classroom	<i>Not a Predictor</i>		0.000	0.000	0.00	No Impact	3.73	Good
Factor 30. Outcomes: Improved Working Relations	<i>Not a Predictor</i>		0.000	0.000	0.00	No Impact	3.10	Fair
Factor 31. Outcomes: Change in Acceptance of Others	<i>Not a Predictor</i>		0.000	0.000	0.00	No Impact	3.42	Fair
Factor 32. Outcomes: Change in Acceptance of Others Based on Sexual Orientation	<i>Not a Predictor</i>		0.000	0.000	0.00	No Impact	3.28	Fair

